

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION

January 7, 2014

1:00 PM

LINGO COMMUNITY CENTER

10284 Highway 17 South

Oak Grove, Louisiana

CALL TO ORDER

Matt Garber called the meeting to order at 10:16 AM.

ROLL CALL

Melanie Tullier called roll and declared a quorum.

MEMBERS PRESENT

Rickey Abels
Norm Brown, Jr.
Larry Fontenot
Matt Garber
Garry Jones
Nelson Bordelon
Kalvin Keys
Venoy Kinnaird
Dr. Tara Smith
Walter Tuma

MEMBERS ABSENT

Ken Thornhill

PUBLIC COMMENTS

There were no comments

APPROVAL OF MINUTES FOR THE JUNE 12, 2013 MEETING

Mr. Fontenot made the motion to approve the minutes from the June 12, 2013, meeting. It was seconded by Mr. Bordelon and passed unanimously.

FINANCIAL REPORTS

Mr. Simon presented the Financial Report to the board. Mr. Kinnaird made a motion to approve the Financial Report. Mr. Tuma seconded the motion, and it was approved unanimously.

DIRECTOR'S REPORT

- Mr. René Simon informed the board of the planning process of the United Sweet Potato Council meeting which is to be held in New Orleans, LA.
- Mr. Simon updated the board on shows that he and Mary Gallent represented on behalf of the Commission.
- Mr. Simon updated the board on the expected increase of income from \$170,000 to \$190,000 for the 2013-2014 budget.

REPORT FROM DIANE ALLEN AND ASSOCIATES

Ms. Nancy Steiner updated the board on the current marketing strategies that Diane Allen and Associates is working on for the Sweet Potato Commission.

OTHER BUSINESS

Mr. Simon requested an amendment to the budget to allow the Commission to participate in the School Nutrition Show, Texas Restaurant Association, LRA, and PMA, for a total of \$15,350.

A motion was made to attend all four shows listed above by Mr. Garber. The motion was seconded by Mr. Bordelon and approved unanimously.

Time and Place for the next meeting

It will be announced at a later date.

Adjourn

Mr. Kinnaird made the motion to adjourn. It was seconded by Mr. Tuma and passed unanimously.